

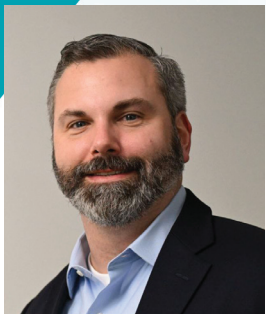


JA
Ukraine

Member of
JA Worldwide

2024-2025 ANNUAL REPORT





ALEXANDER MCWHORTER,
Chairman of the Management Board, JSC CITIBANK
Chairman of the Board, Junior Achievement Ukraine

"It is my great pleasure to welcome you to this year's annual publication. In these pages, you will find the inspiring stories of young Ukrainians who are building a brighter, more innovative future through entrepreneurship and financial education. At a time when resilience and leadership are more critical than ever, we are proud to support the next generation of changemakers. Together, we continue to invest in youth, because they are the key to Ukraine's long-term strength and prosperity."

SALVATORE NIGRO,
Chief Executive Officer,
Junior Achievement Europe

"Despite all the challenges, JA Ukraine continues to demonstrate resilience and meaningful impact. The board, staff, teachers, and partners stand as a clear example of courageous leadership in action. Ukrainian youth represent a shining light of hope and innovation — not only for Ukraine, but for all of Europe. Their spirit reminds us that with the right support, young people can thrive and lead — even in the most uncertain time."



ABOUT US:

Junior Achievement Ukraine (JA Ukraine)

is part of the global JA Worldwide network, founded in 1919 in the United States to promote youth entrepreneurship. JA is one of the world's largest and most-impactful youth-serving non-profit, non-governmental organisations. Junior Achievement engages more than 20 million students each year in over 100 countries through hands-on training programmes focused on entrepreneurship, financial literacy, and work readiness. Business professionals who volunteer as mentors play an important role in Junior Achievement programmes by sharing their real-world experience with students.

In 2012, as a result of collaboration with the German Society for International Cooperation (GIZ), Junior Achievement launched its operation in Ukraine. Today, our entrepreneurship and financial literacy training programmes supported by the Ministry of Education and Science and the National Bank of Ukraine are implemented in more than 350 institutions of secondary, vocational, pre-tertiary, and higher education. In the 2024-2025 academic year, over 11,000 students across Ukraine participated in the educational programmes held by Junior Achievement Ukraine, and more than 190,000 children, teenagers, and young people joined our short-term initiatives.

200 000+
STUDENTS

1100+
EDUCATIONAL
INSTITUTIONS

1600+
TEACHERS
AND MENTORS



in cooperation
with:



MINISTRY
OF EDUCATION AND
SCIENCE OF UKRAINE

JA COMPANY PROGRAMME

2218
PARTICIPANTS

16
REGIONS

222
STUDENT-LED
MINI-COMPANIES

220
TEACHERS
TRAINED

119
BUSINESS
MENTORS

The JA Company Programme is the most widely implemented youth entrepreneurship learning experience in Europe. Running throughout the academic year, from September to May, it offers students an opportunity to create their own mini-companies and spend the year learning how to manage them, gaining hands-on experience in entrepreneurship. The participants of the programme embark on an entrepreneurial journey – starting with generating and analysing business ideas, developing a business plan, then moving to producing and marketing their products or services, as well as preparing financial reports.

The entire process is guided by trained teachers and supported by mentors from the successful, actively operating local enterprises.

In the 2024-2025 academic year, the JA Company Programme substantially broadened its regional coverage, engaging 2,218 students from 16 regions of Ukraine, including six new regions: Kirovohrad, Odesa, Zakarpattia, Volyn, Chernihiv, and Sumy. Participants launched 222 student-led mini-companies. Notably, 54 % of participants were girls, reflecting the growing role of young women in entrepreneurship.

Participants received guidance and mentorship from 220 trained teachers and 119 business mentors. Throughout the year, the key events included: 12 entrepreneurship camps and 4 regional trade fairs (165 teams), a trip of five top-performing mini-companies to an international trade fair in Estonia, 24 teachers from 16 regions visited Estonia as part of a professional exchange with Junior Achievement Estonia. 560 participants earned the Entrepreneurial Skills Pass (ESP), an internationally recognized certification of core entrepreneurial competence.

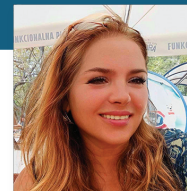
At the Junior Business Day annual keynote event in Kyiv, the team Stick Friend from Svaliava, Zakarpattia region won first place with their innovative product – ‘a smart walking cane,’ designed to assist people with limited mobility. The mini-company proudly represented Ukraine at Gen-E 2025, the European Entrepreneurship Festival, held in Greece in July.



“Junior Achievement Ukraine programmes are not about grades or ‘right answers’. They are about real-world experience, teamwork, creativity, and the courage to try something new. What matters most is staying open to new ideas, to dialogue, and feeling free to speak your mind. That is when true talents emerge and bold business ideas take shape.”

IRYNA FEDECHKO,

Lecturer, Ternopil Professional College of Ternopil Ivan Puluj
National Technical University
Winner of Teacher of the Year 2025 Award, JA Ukraine



“I liked the concept and teaching approach of the Company Programme. I attended all the presentations and conferences conducted over the year. The scale of the initiative and the number of participants were truly impressive. It made me realize that I wanted to be part of this movement and contribute in my own way. Not necessarily as a direct participant, but as a mentor - even if my role is a modest one.”

OXSANA CHASINA,

Lecturer, Khust Vocational Lyceum,
Winner of Teacher of the Year 2025 Award, JA Ukraine

JA COMPANY PROGRAMME

“What makes the entrepreneurship course Company truly valuable is the priceless experience it offers – one that broadens career horizons. Over time, it increases the chances of discovering the right path and finding genuine fulfilment. I was inspired by the teams that did not need to be chased – their drive and initiative motivated me as a mentor, perhaps even more than I motivated them. To all participants, I wish you continued support from people or organisations that can light the spark in your eyes and help you strengthen your deep belief in success.”



MYKHAILO HANCHUK,

Co-founder of the company Promavtomatyka

“For me, this programme is truly one of a kind. In retrospect, I realize that if I had gone through something like this at the start of my entrepreneurial journey, I would have avoided so many mistakes and achieved much more, with less effort and in less time. The programme offers real, hands-on experience in entrepreneurship. I am genuinely impressed by this generation – their flexibility, quick thinking, and readiness to act. They do not just listen; they implement. I sincerely hope that more and more young people will join this initiative, because it offers a kind of experience you will not find in books, movies, or stories. It is shaped through action, teamwork, and the real challenges teams face as they bring their projects to life.”



SVITLANA NASYROVA,

Founder of the agency Nasyrova Consulting
Trainer at Nova Poshta Business School



SUCCESS STORY

In 2025, the Vasyilkiv Vocational Lyceum, a municipal educational institution under the Kyiv Regional Council, was recognized among the Top 10 finalists of the prestigious international The Entrepreneurial School (TES) Awards, presented by JA Europe for successful implementation of entrepreneurship education. Nominated by JA Ukraine, the lyceum proudly represented our country at Gen-E, European Youth Entrepreneurship Festival, held in Athens. This recognition is the result of years of dedicated work: integrating entrepreneurship into the curriculum, launching student-led mini-companies, and building strong partnerships with businesses and the local community. The lyceum's learning environment blends education, hands-on practice, and real economic activity, with educators serving as mentors and drivers of change. As lecturer Kateryna Simokhina noted, Gen-E was ‘a moment of professional clarity’ – and a powerful reminder that Ukraine is not trailing behind in entrepreneurial education, but leading the way.

BUILDING BACK BETTER THROUGH SOCIAL ENTREPRENEURSHIP



In the 2023 – 2025 academic years, Junior Achievement Ukraine implemented the two-year EU4Youth project Building Back Better Through Social Entrepreneurship, supported by the European Union, the Ministry of Foreign Affairs of Lithuania, and partner organisations of JA in Georgia and Moldova. The project aims to equip over 2,100 young people in Ukraine, Moldova, and Georgia with the tools needed to drive social impact and promote economic transformation within their communities. Its core mission is to foster youth-led social entrepreneurship as a driver of economic recovery and positive change in the society.

KEY RESULTS IN UKRAINE:

- 700+ participants (aged 17-24), 68 educators, 37 business mentors, 81 teams from 44 educational institutions in 16 regions engaged in the first year of the project.
- In the second year, 18 teams progressed to Startup Pre-Accelerator, a year-long intensive development programme.
- Biomedical technologies, ecology, energy, mental health, inclusion, and cultural heritage - more than 10 startups successfully registered as legal entities and received € 2,000 in grant funding each to further develop their social enterprises.



700+
PARTICIPANTS

68
EDUCATORS

37
BUSINESS
MENTORS

44
EDUCATIONAL
INSTITUTIONS

16
REGIONS



“Our team joined the Building Back Better Through Social Entrepreneurship Programme to step into the spotlight and gain support for a socially significant mission. We believe our project not only responds to today’s challenges, but also serves a critical purpose – it saves lives.”

Engineering and Technology Lab Spectrum,

Yuriy Fedkovych Chernivtsi National University,

The team’s project Tuman (Fog) is aimed at providing reliable protection of analog video channels used by unmanned aerial vehicles (UAVs).



“The Building Back Better Through Social Entrepreneurship Programme opens up new opportunities for youth. Our goal was to create a project that goes beyond generating profit and is aimed at addressing the social challenges in our community and city.”

Team PROFi, Kovel Centre for Vocational Education

The team designs educational toys – busy boards, busy cubes, and flashcards for learning numbers and letters – all crafted from leftover materials of their training workshops.

“I chose to join the Building Back Better Through Social Entrepreneurship Programme after recognizing its powerful impact in helping students develop practical skills and prepare them to tackle real-world social challenges. My expectations for the programme were closely tied to the development of essential skills such as critical thinking, teamwork, leadership, and the ability to find innovative solutions to complex issues. I am proud to say that student performance has improved significantly, but even more importantly – their hands-on skills have truly strengthened. To all the participants, I would like to say: keep going. Believe in your potential, nurture your ideas, and do not be afraid to bring them to life!”



SERHIY KASIAN,

PhD in Economics, Associate Professor, Professor of the Marketing Department, NTU Dnipro Polytechnic

FINANCIAL LITERACY PROGRAMME

The JA Financial literacy programme is a training programme designed to equip students with essential skills and competencies in managing personal finances. The programme materials were developed by Junior Achievement USA and adapted to Ukrainian legal standards by leading national financial companies.

In the 2024-2025 academic year, the Financial Literacy programme, implemented by Junior Achievement Ukraine with the support of Ukraine-Moldova American Enterprise Fund (UMAEF), significantly increased the reach and enhanced the quality of its teaching approaches.

KEY RESULTS:

- 176 educational institutions in 13 regions;
- 212 educators attended training sessions;
- 5,100 + students completed the course and received certificates.

As part of the programme, JA Ukraine organised a series of competitions and activities:

- *National Financial Literacy Tournament* (in partnership with the National Bank of Ukraine): 4500+ participants from across the country. All winners were students enrolled in JA Ukraine programme;
- *Second Financial Literacy Contest*, featuring team-based competitions among programme participants (more than 300 students participated);
- For the second year in a row, JA Ukraine joined the international initiative Global Money Week: more than 60,000 students engaged in interactive lessons, quests, and trainings – to make financial literacy both exciting and applicable to life.

NATIONAL STUDY PARTICIPATION:

For the first time in Ukraine, JA Ukraine in partnership with the National Bank of Ukraine (NBU) conducted a nationwide study to assess the financial competence of 10th-grade students. The research engaged over 3,000 students from 97 schools across 19 regions.



"When I learned about the Financial Literacy programme, I immediately decided to join, as it is both interesting and useful personally for me, and especially important for young people. Although I have long been familiar with JA Ukraine, this was my first time joining one of their educational initiatives. The programme is thoughtfully designed: every topic feels relevant and engaging, helping students understand how to build personal well-being, contribute to societal and national development, act wisely as consumers, manage savings effectively, and make reasonable decisions about employment and finances."

LIUBOV HAVRYLENKO,

Teacher, Kryvyi Rih Lyceum #95, Dnipropetrovsk region,
Guided by Liubov Havrylenko, the student team won the Financial Literacy Contest



"Financial literacy is the foundation of a successful life. That is why, when I had the chance to join the Financial Literacy programme by Junior Achievement, I did not even hesitate. What makes this course truly effective, in my opinion, is its interactive approach. Instead of traditional lectures, we focus on role-playing, simulations, and real-life scenarios. When students 'managed' a fictional budget or made investment decisions themselves, they absorbed the material much more effectively. To colleagues who intend to engage with the programme, I have one piece of advice: do not be afraid to move away from the traditional 'teacher-student' model. Focus on practice, encourage curiosity, and inspire students to explore the world of finance on their own. The goal is not just to teach – it is to spark a genuine interest. And finally, to all the students who will take part in Junior Achievement programmes in the 2025-2026 academic year: get involved and make the most of it!"

DARIA MASLOVATA,

Lecturer, Vinnytsia Technical College

176
EDUCATIONAL
INSTITUTIONS

13
REGIONS

212
TEACHERS

5100+
STUDENTS

GLOBAL MONEY WEEK



Junior Achievement Ukraine joined Global Money Week for the second time – an international youth financial education campaign held in Ukraine from March 17 to 30, under the coordination of the National Bank of Ukraine.

The initiative was implemented in partnership with the National Bank of Ukraine.

KEY RESULTS:

- 66 000+ participants (aged 6-19), 760+ educators, 325+ educational institutions across 22 regions;
- A +137% increase in youth engagement compared to 2024;
- Indirect social media reach: 159 777 people;
- Most actively engaged regions: Vinnytsia, Khmelnytsky, and Lviv;
- Top regions by number of participating institutions: Dnipropetrovsk (54), Sumy (37), and Lviv (32) regions;
- Top regions by number of participants: Vinnytsia (9991), Khmelnytsky (9315), and Lviv (8711) regions.

JA Ukraine developed 15 activity formats for students, including competitions, video challenges, financial quests, Kahoot!-parties, AI-powered lessons, interactive games. The initiative was supported by our partners – MetLife, Oschadbank, iPlan.ua, and UMAEF.

66000+
STUDENTS

760+
EDUCATORS

325+
EDUCATIONAL
INSTITUTIONS

22
REGIONS



"The concept of Global Money Week immediately resonated with me, as it offers students a chance to gain valuable hands-on knowledge in an engaging setting, while also encouraging educators to share experience and innovative approaches. Students were thrilled to combine learning with play and competition. Such initiatives help students understand how money works, develop critical thinking and financial decision-making skills, and foster responsible attitudes toward resources. These are the skills they can apply in real life immediately."

NATALIIA HAFINETS,
Lecturer, Krasyliv Vocational Lyceum, Khmelnytsky region



"I first heard about Global Money Week even before our collaboration with Junior Achievement Ukraine began. And I immediately knew I wanted to be part of it. I was eager to join because these events are engaging, creative and thoughtfully organised. They not only expand students' knowledge, but also inspire educators with fresh ideas and innovative methods. There is a special atmosphere of open dialogue, experience exchange, and teamwork that fosters connections and a sense of shared purpose. Since joining Junior Achievement Ukraine, our involvement has become even more vibrant and dynamic. For the past two years, we have participated in Global Money Week with enthusiasm, joy, and a real sense of impact."

NATALIIA HAVRYSH,
Lecturer, Vinnytsia Interregional Higher Vocational School

NATIONAL FINANCIAL LITERACY TOURNAMENT



National Bank
of Ukraine



ВСЕУКРАЇНСЬКИЙ ЧЕМПІОНАТ
З ФІНАНСОВОЇ ГРАМОТНОСТІ

On 21 March 2025, the National Bank of Ukraine hosted the final round of the first-ever National Financial Literacy Tournament for 10th-grade students. The initiative was launched by Junior Achievement Ukraine in partnership with the National Bank of Ukraine as part of Global Money Week 2025.

The championship aimed to raise financial awareness among Ukrainian youth. It was designed not only to test theoretical knowledge, but also to develop practical skills essential for making reasonable financial decisions in everyday life.

THREE STAGES OF THE TOURNAMENT:

1. School level - engaged 4,500+ students, 280+ schools, and 330+ teachers across the country.
2. Regional level - brought together 283 school-level winners, each representing their school. The top three participants from each region advanced to the national final.
3. National finals - gathered 65 finalists from all regions of Ukraine and was held during the *Global Money Week 2025* event.

4500+
STUDENTS

280+
SCHOOLS

330+
TEACHERS

283
WINNERS

65
FINALISTS



National Finalists (all three were graduates of the *JA Financial Literacy* programme):

Winner – Yuliia Lutsiv,

Kalush Lyceum #10, Ivano-Frankivsk region;

2nd Place – Mariiana Diulay,

Ternopil Classical Lyceum, Ternopil region;

3rd Place – Anastasiia Havryliuk,

Secondary School #14 named after B.Lepkyi, Ternopil region.

The organisers intend to make the championship a yearly tradition and motivate students and teachers to continue expanding their financial knowledge for future competitions. Needless to say, financial literacy is a crucial stepping stone toward a successful future for every young Ukrainian.

NATIONAL FINANCIAL LITERACY TOURNAMENT



ВСЕУКРАЇНСЬКИЙ ЧЕМПІОНАТ
З ФІНАНСОВОЇ ГРАМОТНОСТІ

“Financial literacy initiatives like this help students go beyond theory to truly understand how money and the economy work in real life. These are life skills that benefit everyone – whether it is managing a personal budget or making important financial decisions. The earlier young people learn to manage money wisely, the more confident they will feel about their future.”

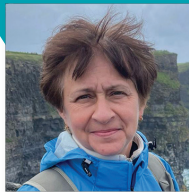


OKSANA KROKHTA,

Teacher, Kalush Lyceum # 10, Ivano-Frankivsk region
Mentor of Yuliia Lutsiv, Winner of the
National Financial Literacy Tournament



“Participation in this competition and other similar initiatives provides an opportunity to step beyond traditional classroom methods and dive into the world of finance, mathematics, and civic awareness. It gives young people a chance to realize their potential, explore recent changes in national legislation, explore current issues, and strengthen hands-on skills that are essential in everyday life.



OLHA ROMANYSHYN,

Teacher, Ternopil Classical Lyceum
Mentor of Mariiana Diulay, 2nd place winner
of the National Financial Literacy Tournament



“The combination of theory and practical assignments in the JA Financial Literacy course helped me truly understand how money and financial documents work in real life. The Championship was a great opportunity to challenge myself in a competitive setting and see how well I had mastered the theory and problem-solving skills. For me, it was both a challenge, and a chance to prove my level. Winning became a huge motivation. It felt like a reward for my hard work, and now I feel confident in what I know and can do. It inspires me to keep learning and growing.”

YULIIA LUTSIV,

Student, Kalush Lyceum # 10, Ivano-Frankivsk region
Winner of the National Financial Literacy Tournament

GIRLS GO CIRCULAR (GGC)



Girls Go Circular (GGC) is an EU-funded educational initiative that empowers girls aged 14-19 across Europe with digital and entrepreneurial skills through an engaging online programme focused on the circular economy. The core of the programme is the Circular Learning Space (CLS) – an interactive online platform that enables students to deepen their understanding of circular economy principles while developing essential digital competencies.

In Ukraine, the GGC programme has been running since 2022. In addition to using the online platform, students also attend one-day offline training sessions. With the help of methodological support, JA Ukraine trainers developed educational courses on the circular economy to deliver training sessions.

KEY ACHIEVEMENTS IN THE 2024–2025 ACADEMIC YEAR:

- over 2,500 girls participated in the programme;
- 80 training sessions held across 70 educational institutions;
- the team from Yamnytsia Lyceum (Ivano-Frankivsk region) represented Ukraine at the *Women and Girls in STEM Forum* in Budapest, presenting their AI-powered tool *Equal Prospects Hub*, designed to tackle gender inequality in the labour market.

2500
GIRLS

80
TRAINING
SESSIONS

70
EDUCATIONAL
INSTITUTIONS



"In times of war, when children in Ukraine are forced to grow up faster, the Girls Go Circular programme offers something truly meaningful – a sense of support, self-worth, and the power of their own voice. The programme equips the students not only with digital skills, but also develops critical thinking, environmental awareness, teamwork, presentation skills, creativity, and adaptability. It is a unique space where girls develop soft skills, learn to trust themselves and look to the future with courage despite today's challenges."

OLEKSANDR ADAMOVSKY,

Associate Professor, Department of Organisational Management,
Lviv Polytechnic National University
Trainer of the Girls Go Circular initiative in Ukraine



"The Girls Go Circular programme is undeniably a valuable programme for young girls, as it is aimed at bridging the gender gap in STEM and IT. Throughout the sessions, the girls impress me with their creative ideas. Some of them have already turned their ideas into reality. I especially enjoy the moments when they share their hands-on experience and the challenges they encounter. I am always impressed by such determined girls!"

MARIANA SULYMA,

PhD in Economics, Associate Professor, Borys Hrinchenko Kyiv University
Trainer of the Girls Go Circular initiative in Ukraine

"Cybersecurity is not just about technology – it is about our everyday responsibility online. We wanted to create a tool that is easy to understand, user-friendly, and readily accessible."

TEAM STEM-DIVCHATA (STEM-GIRLS)

Kolomyia Pedagogical Vocational College,
Ivano-Frankivsk region
Represented Ukraine at the
Women and Girls in STEM 2025
International Forum in Brussels, October 2025



EIT DEEP TECH TALENT INITIATIVE (DTTI)



505
STUDENTS

218
EDUCATORS

19
REGIONS

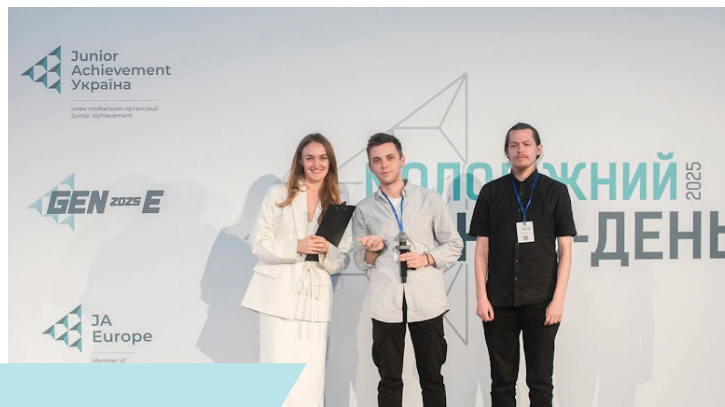
77
TEAMS

Since June 2024, Junior Achievement Ukraine has been part of the international programme *EIT DEEP TECH TALENT INITIATIVE (DTTI)*, which brings together elements of artificial intelligence, entrepreneurship, and agrifood technologies. The programme offers two learning tracks – coding and non-coding – and includes 23 training modules. Through these modules, students explored the life cycle of an AI project, developed data literacy, investigated the concept of computer vision, and analysed the links between problems, solutions, and opportunities.

The programme reached 505 students aged 16-20 from vocational and higher educational institutions; 218 educators from 19 regions of Ukraine; 77 teams working on AI-driven solutions for the agricultural sector.

KEY RESULTS:

- Participation in the Virtual Expo at *Gen-E 2025*, where the Ukrainian team *Mind Forge* won the *FoodTech Innovation Award* for their project *Foliage AI*. It is an AI solution that uses machine learning and computer vision to identify plant species and detect diseases. The team represented Ukraine at the international event in Athens.
- Hosting of the Final Pitch event, resulting in the selection of three teams to participate in the *Junior Business Day* in Kyiv



"Exploring artificial intelligence through the DDTI programme enabled me to address the growing need for soft skills development among students, while guiding them in applying modern digital technologies to commercial products. I deeply appreciate the provided materials and the motivational boost created by the competitive environment – it truly encouraged higher education students to engage with cutting-edge AI technologies."

HRYPHORII DZHEVAHA,

Associate Professor, Department of Pedagogy, Psychology, and Methods of Technological Education
Educational and Research Institute of Vocational Education and Technology, T.H. Shevchenko National University "Chernihiv Collegium"



"The DDTI programme offers accessible knowledge about AI, entrepreneurship, and real-world project experience. For me, it was important to equip students with practical skills that will help them navigate the job market, strengthen their competitiveness, and build confidence. The programme gave new insights and became a source of inspiration for improving the educational process and supporting student growth."

RAISA RAFALSKA,

Methodologist, Information and Technology Lecturer,
Reshetylivka Vocational Agrarian Lyceum named after I.H. Borovensky

"During the DDTI programme, we exchanged experiences with other teams who had already started implementing their projects. We also received valuable guidance from mentors on where and how to seek funding to bring our application Providnyk (Guide) to life – an intelligent assistant designed to support people with visual impairments in navigating spaces, communicating, and performing daily tasks independently."



TEAM HoRiseOn,

Winners of the final event within the DDTI programme's Project Pitching Day

"Through our participation in the DDTI project, we learned how to turn ideas into real solutions. We gained new practical knowledge in coding, working with artificial intelligence, business strategies, and data protection. Most importantly, we experienced the power of teamwork and created a program that addresses a real-world challenge."



TEAM SCREAM

Lviv State College of Food and Processing Industry,
National University of Food Technologies (NUFT)
3rd place winners of the final event within the DDTI programme's Project Pitching Day

EU CODE WEEK INITIATIVE



120 000+
PARTICIPANTS

7280
ACTIVITIES

400
EDUCATIONAL
INSTITUTIONS

Since September 2024, Junior Achievement Ukraine has taken on the role of national coordinator for the *EU Code Week* in Ukraine – a pan-European grassroots initiative that promotes coding and digital skills in educational settings. As part of a two-year project led by JA Ukraine and supported by a consortium of over 40 partners across Europe, JA Ukraine serves as the national coordination hub for the *EU Code Week* in Ukraine.

During the initial phase of participation, Ukraine engaged more than 120,000 participants through 7,280 digital activities hosted across 400 educational institutions. Within the framework of the initiative, a total of 7,280 activities were conducted over the academic year – 5,417 in 2024 and 1,863 in 2025 – reaching more than 120,000 students nationwide.

KEY ACHIEVEMENTS:

- A two-week *EU Code Week* challenge engaging educators and students nationwide;
- Development of a *Digital Literacy Calendar* tailored for educators;
- Hosting of three regional hackathons with 48 teams (224 participants in total) and 35 mentors;
- The team *Tryzub (Trident)* triumphed in the national *Hello, Future!* hackathon and secured a prize at the international *EU Code Week* hackathon;
- Launch of the *Girls Go Digital* programme featuring five specialized events (700+ participants);
- Selection of three *EU Code Week* ambassadors who continue to grow the initiative in their regions;
- Participation in the international *Coding@Christmas* challenge (with 120 Christmas coding sessions for students across Ukraine)



"IT in education is more than just a trend or a set of tools. At its core, it is about meaningful learning, development, and creating opportunities for every child. Digital technologies pave the way for more flexible, inclusive, and creative learning."

OLHA DOSKOCHYNSKA,

Information Technology Teacher, Ivan Puluj Lyceum,
Co-founder of the NGO *Hildiya Vchyteliv (Guild of Teachers)*,
Robotics Trainer, and *EU Code Week* Ambassador in Ukraine

"The most impactful moment was seeing our product actually work in the real world. And it was a turning point which proved that what we created could truly make a difference. And when the positive feedback started rolling in, it gave us a huge boost to keep going."

TEAM TRYZUB (TRIDENT)

Tarasivka Lyceum, Brovary District,
winners of one of the three *Hello, Future!* hackathons,
prizewinners at the international *EU Code Week* hackathon



"In just two days of the hackathon, we developed a simplified version of a mobile app designed at helping children with inclusive needs learn with joy. One of the most exciting parts was creating audio features for our bunny characters – this playful sound design makes information easier to absorb through game-like interaction. Now we are taking further steps to make sure our application truly makes a difference."

TEAM PARADOX

Vinnitsia Lyceum #13, 2nd place winners
at one of the three *Hello, Future!* hackathons



"We really enjoyed developing the concept and preparing the presentation. The pre-pitch training sessions were especially valuable – they offered us an insightful experience! Time pressure was one of the biggest challenges. With so many tasks to handle, we had to work under tight deadlines. It was intense, but also a thrilling adventure!"

TEAM EKO PROSTIR (ECO SPACE)

Irpin Vocational College of Economics and Law –
reflecting on their experience at the *Hello, Future!* hackathon



MICROSOFT GENERATIVE AI COURSE

56
EDUCATORS

4734
STUDENTS

44
EDUCATIONAL
INSTITUTIONS

From January to December 2025, JA Ukraine is implementing the Microsoft Generative AI initiative - an educational project for educational institutions.

The project aims to promote generative artificial technologies as a tool for professional development of students.

The project is built around two core courses: Career Essentials in Generative AI by Microsoft and LinkedIn, and Building Foundations in AI on the EdApp platform.

So far, 86 educators from 74 educational institutions have joined the project, with 37 educators successfully integrating the materials into their teaching practice.

A total of 4,734 students have already enrolled in the training, and 4,200 of them have successfully completed the course.



"This course reshaped the way I approach teaching. I realized that education must go beyond simply delivering information. We need to teach our students to think critically, analyse vast amounts of data, use smart tools, and be adaptable in the rapidly changing world."



ALLA KRASNOVA,
Mathematics Instructor,
Vinnytsia Vocational Education Centre

"The Microsoft Generative AI course gave me a solid understanding of generative AI algorithms, model training methods, and the ethical aspects of using AI. These insights help develop skills in using tools for content creation and data analysis. I now share this knowledge with my students through practical lessons and project-based learning."



IRYNA SLUTSKA,
Information Technology Teacher,
Shostka Specialized School I-III #1

GOOGLE AI ESSENTIALS

GOOGLE.ORG AI OPPORTUNITY
FUND: EUROPE

In January 2025, JA Ukraine, in collaboration with the Centre for Public Impact (CPI) and with support from Google.org, launched a large-scale initiative offering free training in the fundamentals of artificial intelligence (AI) to youth, adults, and alumni of the Junior Achievement programme – the Google AI Essentials course. This initiative aims to empower those most impacted by the evolving job market shaped by the growing influence of AI technologies.

250
PARTICIPANTS

13
GROUPS

7
CITIES

KEY ACHIEVEMENTS:

- Over 250 participants of different ages and professional backgrounds attended the training sessions;
- 13 groups in Kyiv, Lviv, Uzhhorod, Khmelnytsky, Vinnytsia, Poltava, and Kropyvnytsky attended and completed three-hour sessions held weekly;

By the end of the year, 7 more groups are scheduled to join the training.



"Before the course, I knew almost nothing about generative AI. Now, the skills I have gained are already making a meaningful impact in my work. I am deeply grateful to you and your team for creating such a rich, engaging learning experience. As a doctor, I wish you and your families lasting physical health and mental well-being, along with the fulfilment of your dreams."

NATALIIA SADOVA,
Paediatrician, 61 years old



"I started the course with almost no prior knowledge of AI, but I managed to understand how it works and develop practical skills for using it. Now, I apply what I have learned in everyday life – both at work and at home. With the help of AI tools, I have created two business plans to apply for grants. Today, I feel confident using AI and have even decided to explore a new and exciting path – 3D modelling. You are doing meaningful work – giving people of all ages, not just the younger generation, an opportunity to gain valuable knowledge and skills in these challenging times. Thank you, and best wishes to your dedicated team for continued success."

OLEKSANDR SYROVATKA,
Engineer, 67 years old

STARTUP BUSINESS SCHOOL PROGRAMME



In September, 2024, Junior Achievement Ukraine launched the Startup Business School – an intensive training programme for young entrepreneurs in the industry sector. The initiative was implemented with the support from USAID, IREX, MCI, and Nova Ukraine.

PROGRAMME FORMAT:

- training sessions on design thinking, leadership, financial planning, and marketing;
- site visits to production facilities: Tatoshka clothing manufacturer, Olesya Marchuk designer atelier, ARTEMCHUK sewing workshop, Impact Clothes fashion brand;
- Coaching on business modelling and strategic thinking;
- Final project pitch with grant funding opportunities.

KEY ACHIEVEMENTS:

- 62 participants from 15 regions of Ukraine;
- 3 two-day training intensives (Kyiv, Lviv, and Vinnytsia);
- 20 business ideas received coaching support;
- 5 winners were awarded grants of 2,000 USD each.

The final highlight of the programme was the showcase of business projects by the finalists to participants and guests during the Junior Business Day in Kyiv, May 2025.

62
PARTICIPANTS

15
REGIONS

20
BUSINESS
IDEAS



“Before joining JA Ukraine, I never imagined myself as an entrepreneur. But through the training and mentorship, I gained the knowledge to turn my idea into a real business plan and strategy. With the coach’s support, I developed a clear business model of my brand, defined its values and social mission, and learned how to set goals that lead to growth.”

KHRYSTYNA BAHNIUK,

Winner of the final competition, Founder of Libliia - a brand of handcrafted embroidered products - clothing, jewellery, and accessories



“I would like to express my gratitude to the entire Startup Business School team for such a powerful experience – from the training and insightful coaching and mentorship, to the site visits and direct communication with entrepreneurs, and of course, the amazing network and support. This project is a rare and valuable opportunity for young entrepreneurs to undergo hands-on training, connect with like-minded people, and access grant funding to grow their businesses. I am deeply grateful for this chance!”

NATALIIA SERHIEIEVA,

Winner of the final competition, Founder of a clothing brand offering classic and comfortable clothes for middle and plus-size women

STARTUP BUSINESS SCHOOL PROGRAMME



"Running programmes like this is vital in Ukraine today – they equip young people with entrepreneurial skills and motivate them to build their own businesses, strengthening the foundation for a stable and prosperous future of Ukraine."

ROMAN MINEVYCH,

Trainer, Startup Business School, Executive Director of the Western Ukrainian Cluster of Social Enterprise



"As a mentor, I am genuinely inspired by the potential of young people. When I was their age, I was not thinking about business at all – let alone testing ideas or learning about business processes. What you are doing is impactful, and I am proud to contribute."

MYKHAILO PALAMARCHUK,

Mentor, Startup Business School,
Co-owner of the company Specoffka, Vinnytsia

"The participants in this programme are remarkably creative, focused, and empathetic. Each one carries a deep inner potential that is already beginning to take shape in real action. For me, this experience was a powerful reminder of how much growth can come from open dialogue, self-awareness, and supportive partnership."

ULIANA IVANIUK,

Coach, Startup Business School,
PhD in Economics, Certified Coach and Mentor



JOIN JUNIOR ACHIEVEMENT PROJECTS AND PROGRAMMES

WHY IT MATTERS

FOR YOUTH AND PARENTS:

Entrepreneurial and financially literate youth are a foundation of Ukraine's sustainable economic future.

By participating in our educational programmes, young people gain hands-on entrepreneurial experience and practical skills that help them build stronger career pathways toward success. Our alumni are three times more likely to launch startups, earn higher income, and improve their academic performance.

FOR BUSINESSES:

Supporting Junior Achievement as mentors offers businesses a powerful way to invest in the next generation while strengthening their own teams and brand. By engaging directly with young people, employees develop valuable leadership, communication, and coaching skills that translate into higher motivation and professional growth. At the same time, businesses gain early insight into emerging talent and future workforce needs, building a pipeline of skilled, motivated young people who understand entrepreneurship, innovation, and financial literacy.

Interested in joining Junior Achievement initiatives?
Contact us via social media or email.



**JA
Ukraine**

Member of
JA Worldwide

**2024-2025
ANNUAL
REPORT**



[junior_achievement_ukraine](#)



[JuniorAchievementUkraine](#)



[junior_achievement_ua](#)



www.ja-ukraine.org



www.jaeurope.org



www.jaworldwide.org